Philip Morris Promotional Fulfillment

Coupon/Sticker UPC Data Sheet and Order Form

Use this form to provide the information about a program which will include coupons or stickers as well as a request for a UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 7th Floor, New York, New York 10017. Telephone (212) 878-2027 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 3 / 7 / 95 UPC Size %: 80 UPC CODE:

Prepared By: G. D'Alessandro Ext: 7830 OVERNIGHT DELIVERY: ☒ YES ☐ NO

Send UPC To: Name: Connie Buhanda Address: LBCO 17th Floor

Company Name: LBCO City/State/Zip:

Brand Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: V Slims Program: ~~Slims Club #2~~ POS # 31133

Program Description: (Please Be Specific) Direct mail. Direct VS [illegible] Program = "Slims Club #2 [illegible]"

Audience Reached: ☐ Offensive ☐ Defensive ☐ Both

Timing: ☐ Yearly ☐ Quarterly ☐ Holiday ☐ Other ☐ Winter ☐ Spring ☐ Summer ☐ Fall

Sweepstakes Entry? ☐ Yes ☐ No

Capture Names?: ☐ Yes ☐ No

OCR CODED? ☐ Yes ☐ No

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Is this a (check one) ☐ Serialized Coupon ☐ Non-Serialized Coupon ☐ Sticker

Distribution Date: 5 / 1 / 95 Expiration Date: 7 / 31 / 95 Estimated Coupon Redemption Rate: 20 %

Total Circulation: 400,000 Max. Redemp. Cost/Coupon: $ ____ %

Will Coupons /Stickers Be Distributed:

☒ Nationally
☐ Regionally (see below)
☐ Specific Markets (see below)
☐ On a Test Basis

Will the distribution include military? ☐ Yes ☒ No

Method of Distribution (check only one per UPC):

☐ Magazine On Page (001) ☐ Magazine Tip-In (002) ☐ Magazine Special Unit (003) ☐ Control Circ. Magazine (004) ☐ ROP/Newsp. Single (005)

☐ ROP/Newsp. Co-op (008) ☐ Sunday Supp.-Single (007) ☐ Sunday Supp.-Co-op (008) ☐ FSI Inserts - Solo (010) ☐ FSI Inserts - Co-op (011)

☐ Hand Distribution (012) ☐ Retailer Coupon (013) ☒ Direct Mail - Solo (014) ☐ Direct Mail - Co-op (015) ☐ In-Pack-Own Product (016)

☐ ON-Pack-Own Product (018) ☐ Immediately Redeemable (020) ☐ All Other: ____ (025) Please Explain

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: $ 1.00 Terms of Offer: (Describe completely) $1.00 off cartons or 4 packs.

Discount Offered: ____ % (% of Face Value/Purchase Price)

or Check OneBelow

☐ B1G1F ☐ B2G1F ☐ B3G1F ☐ B2G 50¢ Off ☐ B3G 50¢ Off ☐ Free Pack ☒ $1.00 Off Carton ☐ $1.50 Off Carton ☐ $2.00 Off Carton ☐ $2.50 Off Carton ☐ $3.00 Off Carton ☐ Checker Intervention ☐ Other - Provide Details Above

FOR COUPONS ONLY

Distribution break by PM Region: PM Region	# of Coupons Released (000)	Distribution break by Market: Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
1							
2							
3							
4							
5							
Total							

Approvals

Brand/Military/Sales: ____ Date: ____

Purchasing: ____ Date: ____

Market Research: ____ Date: ____

Finance: ____ Date: ____

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: 41076-04605

Date Assigned: 3 / 8 / 95 Assigned By: Laura Blackwell

AFTER UPC CODE ASSIGNMENT FOLLOW INSTRUCTIONS ON BACK OF FORM.

WHITE-Accounting GREEN-Media YELLOW-Market Research PINK-Purchasing GOLDEN ROD-Requester

#4003F PM USA/REV 9/94

2071423096

Source: https://www.industrydocuments.ucsf.edu/docs/lnxn0004

INSTRUCTIONS

1. **REQUESTER (BRAND, MILITARY, OR SALES):**

   Complete the data sheet for all coupons and stickers which require a UPC and offer code. Obtain Departmental Manager approval, retain golden rod copy and submit the completed form to PURCHASING.

2. **PURCHASING:**

   Review and approve the data sheet. Assign a UPC/offer code and have COMPOSITION generate film for artwork. Retain pink copy and submit the form to MARKET RESEARCH.

3. **MARKET RESEARCH:**

   Review and approve the data sheet, retain yellow copy and submit the form to ACCOUNTING.

4. **ACCOUNTING:**

   Review and approve the data sheet. Enter the coupon data into both the PM-USA and CMS redemption systems. Retain the white copy and forward the green copy to media.

2071423097

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